

# VISION

with **ATTITUDE**

*Special Edition*

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## ●●● A WORD FROM THE FOUNDER

Daring to Dream:  
Celebrating our 25<sup>th</sup> Anniversary...

I was 28 years old when I came back to Lebanon from Canada to start Medicals International. I was not aware of the risks involved, what I was getting myself into, the investments that were required, or even the notion of receivables or balance sheets; these details had never concerned me. It was clear in my mind and evident to me that there was an opportunity to establish a **professional** medical supply company, and that there was a definite need in the market for such an organization. **As such, Medicals International was established 25 years ago.**



What happened since that day has been a huge undertaking in the building of MI, consuming the best of my intellect and mountain-loads of my energy. In return, however, Medicals International has expanded in a huge geographical spread and today distributes in over 15 countries and has close to 20 operation bases including manufacturing and distribution hubs and training centers. **What is common between that first day and today is our ability to dream big and work hard to materialize those dreams into business units and expansion.**

I am very aware that I am at the beginning of the road and tomorrow we have new challenges to overcome. Horizontally, we just started bridging Egypt to Morocco; this is a project that might consume 4 to 5 years in its implementation. Vertically, we started many new lines in our operations such as surgical workplaces, ICU, and dermatology. As well, we have many other departments that are still in their infancy such as our dental business line. We also just jumped into manufacturing and we have a long way to go. **So surely we have no time to dwell on the "what if's" of life and we must run forward.**

Special thanks to the suppliers who entrusted their business to us throughout the years, the wonderful team of MI that have bet their life careers on me and on us as an organization, and the incredible faith that thousands of partnering customers extended to Medicals International. **I promise we will always deliver.**

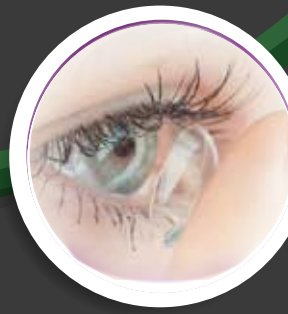
Your friend and colleague,  
**Walid G. Barake**  
President & Founder



**We think of the patient first!**

[www.medicalsintl.com](http://www.medicalsintl.com)  
[facebook.com/medicalsintl](https://facebook.com/medicalsintl)

# VISION CARE



## •••Our Story

25 years ago, Ocular Sciences Inc. was our first contact lens supplier and possibly the reason why we exist as a company today.

Ocular Sciences Inc. at the time pioneered the molding of soft contact lenses. Its resulting design and product enhanced comfort and advanced visual acuity. The company elevated the benchmark we look at for contact lenses. In August 2004, Ocular Sciences Inc. was acquired by CooperVision.

Early in 1995, we were made aware of a goldmine in cosmetic and contact lens-making down in Argentina. It was not long after that our partnership and friendship with the Pfortner family grew early on to import and lead the colored contact lens market and lately to introduce maybe the only cosmetic contact lens that takes into account the fashion industry in terms of designer packaging and the health of the cornea.

Today, our portfolio in vision care bears dozens of products to meet all vision care categories: hydrogel and Si-Hy clear monthly and daily contact lenses to match all patients' needs, specialty and RGP lenses, contact lens solutions, glass lenses and low vision aids; in addition to imaging and diagnostic technologies for low vision and special eye problems such as dry eyes.



BMS1D launch in Dubai (top) & Lebanon (right), 2007



Vision Care Training Session in Jordan, 2005

After my graduation from AUB, I started my career as a medical representative in 1990 with Allergan in Lebanon. My job met my eagerness to help customers understand the benefits of high quality products to prescribe or buy.

One day in 1995, I saw Walid presenting EdgeIII from Ocular Sciences Inc. to an optician. I was impressed by how he took you on a journey when presenting the lens properly with passion and medical evidence. Shortly after we were introduced, Walid offered me to join Medicals International as a Territory Manager. I was very happy to accept especially after I got to know MI's plan in the Middle East which met my dreams to be in a young organization with confident and SMART goals. This vision eventually lead MI to be one of the main players in the vision care industry in the region. With Walid's directions, we started to open one office after the other starting with Dubai in 1997.

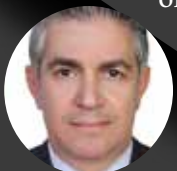
Our start in the contact lens industry was with Ocular Sciences,

with the unmatched design and quality of Biomedics which always made me proud to present to customers for its comfort and vision sharpness. Biofinity was the latest SiHy lens introduced by CooperVision with the best material and design with opticians always vouching for it. In my career, I came across hundreds of colored lenses since the nineties with different sources, however it was so obvious that only the Pfortner Family made one-of-a-kind colored contact lenses.

I am proud we are now manufacturing Color Vision - Medicals International's baby - with its special and unique technology, dyes, material and strict control, which give the most natural look with unmatched comfort. I would never imagine the contact lens industry introducing any better colored lens in the future!



Nassim with colleagues, 2012



**Nassim Haddad,**  
Managing Director KSA  
& VP Business Development, MI

# Vision Care

## Friendships & Partnerships

When I first met Walid Barake back in 1997 to introduce my Rose K contact lens designs, I was impressed with his ethics, motivation, vision and passion for his company, and for any product he was associated with.

These values have filtered down to all levels within Medicals International, driving a culture within the company that is the envy of many larger firms.

MI clearly understands the value of partnerships, showing great respect for any product they add to their portfolio.



Having lectured extensively in many MI territories over the last 22 years, I have

experienced this reverence first-hand, so I am not surprised that MI has continued to expand exponentially over the last 25 years to become a leader in its field today.

MI's behaviour and ethos have always been driven with the patient's best interests at heart, but MI also understands the importance of investing extensively in the education of the fitters or users of their products to get the best possible outcomes for their patients.

Congratulations Walid on MI's 25th Anniversary. I am sure the company will continue expanding in the future without losing the wonderful values and culture which you have instilled.

**Dr. Paul Rose, CNZM**, Rose K Lens Inventor



Dr Rose in MI trainings in 2006 in Jordan, KSA, Kuwait and UAE

As the former Head of Europe for Ocular Sciences Inc. and latterly as Vice President of CooperVision Inc., I have had the pleasure of working with MI for over 20 years.

Medicals International has always been characterised by its professionalism and the quality of its people and processes. Founder Walid Barake and his colleagues aspire to a very high level of performance. MI was never afraid to invest in new people, new products and new geographies, often to a level that seemed way ahead of the firm's reach at the time. This attitude reflects the strong sense of confidence and ambition that stems from

Walid himself and that has been transmitted throughout Medicals International.

As a supplier, I have always felt like a partner in the business sharing a common objective.

Today Medicals International has established a significant presence in their region across a variety of products. The healthcare sector is growing strongly worldwide and MI has become a sophisticated modern company ideally positioned to take advantage of this growing market going forward. CooperVision is delighted to be an active and enthusiastic part of this.



**David Newlove**, Vice President, CooperVision Inc.



Mr David Newlove lecturing during MI's 1<sup>st</sup> Contact Lens Scientific Day in 2010

Walid Barake is an outstanding entrepreneur who has conducted this fine company with wisdom to the very top as the undisputed industry leader in his region. I am extremely lucky to have met him 25 years ago, and have grown a close friendship ever since. As a Contact Lens producer, I trusted Medicals International immediately with the distribution of our product, TriKolor which accomplished with MI an enormous success in the Middle East, not only because of the quality of the lenses but mainly because of the extraordinary marketing strategy developed by Walid and his team. That's why, we started a new joint global venture, Vision Hitech VHT, to produce and



**Dr. Tomas Pfortner**, President of Pfortner SA Argentina, MBA and PhD in Business

market premium colored contact lenses globally under Color Vision by Pfortner. These lenses are manufactured under very strict procedures with exclusive traditional methods, pigments and designs developed by the Pfortner family. This brand will be globally launched at the Silmo 2019 in Paris.

The penetration of the very large product portfolio that MI carries shows it will remain the market leader in the region and will probably grow beyond that range.

Walid has developed unique sales forces without any doubt. In his staff, we find engineers, scientists, physicians and marketing experts with degrees from top universities. I can foresee a brilliant future for Medicals International and wish this company and its shareholders a very happy celebration.

# WHAT'S NEW IN VISION CARE



## Who Said Color Vision Is Only a Cosmetic Lens?



**Julien El Malak**  
Territory Manager, Vision Care  
Lebanon

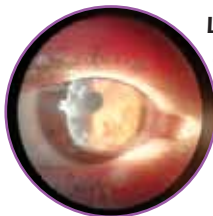
Every day, through our involvement with optometrists and end users, we see how Color Vision uplifts the colored contact lens industry with its added value. In addition to its fabulous aesthetic and premium manufacturing, Color Vision proves its medical characteristics.

Mr. Tony Gedeon, Lebanese eye care practitioner and specialist, had experienced the medical aspect of Color Vision. His patient, S.F. (71 years old), was a hard lens wearer since 1980. She had Keratoplasty and Cataract surgeries in both eyes and many sutures especially in the right eye. Surgery couldn't solve the distortion she faced.



Mr. Tony  
Gedeon  
with a  
patient

Mr. Gedeon tried prismatic correction and hard lens fitting but neither solved the problem. Mr. Gedeon deduced that Color Vision could be a solution due to its 4 mm central vision. By removing the effects of refractive errors, light passes through the center of the eye and the defects in the shape of the peripheral cornea (shown in the topography) have no effect while Color Vision is used. Eventually, the patient wore Color Vision Dark Gray plano with her optical frames and got a + 7/10 acuity.



**Left:** Right Eye under the slit lamp - Appearance of sutures on the peripheral side of the cornea



**Right:** Right Eye with Color Vision lens under the slit lamp



**Left:** Distortion before wearing Color Vision lens



**Right:** No Distortion after wearing Color Vision lens

## Why Choose Scleral Lenses?



**Anastasia Popovidou**  
Associate Sales Manager  
Cyprus

Fitting scleral lenses has expanded in the last few years, and they are continuously gaining popularity amongst practitioners globally. Patients who are interested in wearing scleral lenses have often tried other modalities without success. Scleral lenses are a fantastic option for the management of corneal irregularities on the front surface of the eye or dry eyes.

A large diameter lens can vault irregular surfaces afflicted with keratoconus, pellucid marginal degeneration, or ocular trauma and is also useful in diseases that affect the ocular ecosystem, such as severe dry eye.



Fitting Blanchard  
Onefit MED  
scleral lens

Scleral lenses vault the cornea and limbus and land on the bulbar conjunctiva overlying the sclera.

Scleral lenses have larger optic zones, which may help keratoconus patients achieve better vision. Some designs are available with multifocal optics that can be added to the front surface for presbyopic patients. A scleral lens can be subdivided into mini-scleral and full-scleral. At MI Cyprus we are using mini-scleral lenses (15.0–18.0mm) from Blanchard. Scleral lenses are life-changing because of the unique marriage of superior lens optics, large lens diameter, and a comfortable lens-wearing experience.

# WHAT'S NEW IN VISION CARE



## ●●● MI Vision Care: Out and About



10<sup>th</sup> MI Academy, Lebanon



Color Vision Activity, Morocco



With Dr. Shirin Hassan at EOC, KSA



Rose K Training, KSA



Clariti 1 Day and Avaira Vitality trainings, Kuwait



With the University of Jordan students



Keratoconus Training, Kuwait



At JoVision, Jordan



At the Lebanese Syndicate of Opticians



Color Vision activities in KSA & Lebanon with Maybelline



CooperVision Training, Bahrain



With Mr Karl Aberdeen, CooperVision, UAE



99 year-old law student reading using Eschrenbach low vision aids, Cyprus



With Jakob Lambaz, makeup artist, in a beauty event sponsored by Color Vision, Jordan.



Bibi AbdulMuhsen, 2.1m followers, for a collaboration with Color Vision

# OPHTHALMOLOGY



## ●●● Our Story

At the early start of Medicals International with a contact lens department up and running, our colleague Nassim Haddad was adamant that MI should get into the distribution of intraocular lenses (IOLs). Our consideration was first and foremost in finding a product that had advanced clinical features, yet was manufactured by reputable and reliable suppliers. This is how our relationship with Ophthalmic Innovations International (OII) - today an acquiree of the Zeiss Group - started in 1995, marking our first entry into ophthalmology.

In the following year, we realized that we must find foldable IOLs and this is how our relationship with STAAR Surgical started which later on brought the ICL to the market. In 1997, we were the pioneers in implanting this lens in Lebanon and Jordan. Today, we have implanted more than 50,000 ICLs in the MENA region.

Similarly, we found a Hyaluronic acid supplier for viscoelastics and other cataract surgery consumables. Along the way, we met Oertli which intrigued us by its engineering and advanced physics. We thought, at the time, this should be the ideal product for our market. Today, we are glad to say that we are at the forefront of cataract and retina surgery with Oertli regionally.

In 2007, we started a business partnership with Schwind Eyetech Solutions and Ziemer, at a time when refractive surgery was looking for perfection in clinical outcome. Today, if we look at the number of peer-reviewed articles along with our very high installation base regionally, we can surely attest we have the best technology in the refractive surgery industry.

We are proud to be providing from our early start to date, the best technologies in Ophthalmology with our esteemed suppliers from Australia to the USA: AJL Ophthalmic, Bohus Biotech, Cornea Gen, Ellex, Gebauer, Glaukos, Hoya Surgical, Leica Microsystems, Lenstec, Medical, Oertli, Optovue, Rhein, Schwind, STAAR, Surgical Specialties, and Ziemer.

At the age of 17, I joined MI, unsure of what I would be doing and where next I should go. Luckily, I explored the company from A to Z, from warehouse work up to leading roles in different offices around the region. Eighteen years are long when counting days, but it is never the case when we wake up each morning with an objective of achieving our potential with hard work and passion. Every day has new challenges, but what remains prominent is the feeling of being surrounded by a family of the most dedicated people, all ready to help and improve the organization.

MI helped me professionally and academically as I am honored to have become a Harvard Alumni

after having completed an advanced leadership program at Harvard Business School through MI. I learned a lot and I am continuing to do so every day as we grow. The opportunities around us are big, but the challenges can be even bigger. However, we are trained to deal with the most complex situations with passion and unwavering devotion to our job and mission, commitment to our customers and faith and trust in the territories we operate in.



One of the 1st ICL implantations with MI



1<sup>st</sup> Intralase Surgery performed in Lebanon with Dr Nada Jabbour in 2006!



MI team at MEACO, 2007



MI team at World Ophthalmology Congress, 2012



Majed receiving his HBS Alumni Certificate, 2016

**Majed Abou Arraj**  
VP Sales, MI Group

# WHAT'S NEW IN OPHTHALMOLOGY



## ●●● MI Brings the Ziemer Academy to Lebanon

Medicals International proudly partnered with Ziemer to bring the Ziemer Academy to Lebanon on the 28-29 of March, 2019.

The Ziemer Academy is a highly successful training course series where experts share their knowledge of the Ziemer platform applications and provide in-depth tips and tricks.



After Moscow and Singapore, the Academy landed in Lebanon at the American University of Beirut with the honorable presence of Prof. Theo Seiler as well as Prof. Shady Awwad. The Academy welcomed 20 surgeons from the MENA and GCC who showed eagerness to achieve a fast learning curve with FEMTO LDV Z8.

The 2-day Academy included discussions around the unique FEMTO LDV low-energy technology. In addition, experts gave an overview of available applications for Cataract and shared tips and tricks on the FEMTO LDV Z8. Live surgeries and pig eye wetlabs (Cataract, Keratoplasties, LASIK, Tunnels for Rings) were also performed to provide an exceptional learning experience.



Experts Attending the Academy



Live Surgery



Dr. Shady Awwad



Dr. Walid Haddad



Dr. Nada Jabbour



The A Team!

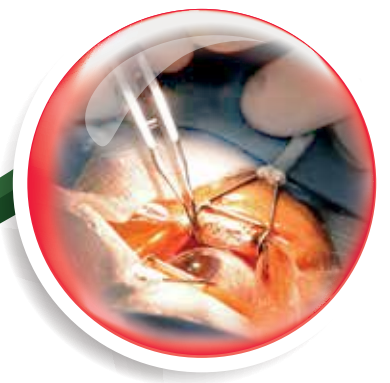


For this exceptional meeting, the AUB Ophthalmology team hosted international world-renowned ophthalmic surgeons from over 10 nationalities; two of them having been featured on the Ophthalmology Power List by The Ophthalmologist magazine.

**Eddy Geryes**, Director of Ophthalmology & Clinical Application, MI



# WHAT'S NEW IN OPHTHALMOLOGY



## ●● Engaging in the World of Femtosecond Lasers



**Yehia M SalahEIDin Mostafa MD**  
Professor of Ophthalmology - Cairo University  
Chairman of German Egyptian Eye Care Center - Maadi

For quite a while I was opposed to the use of FEMTO. I always asked what it would add to my current capabilities to manage different diseases. I was waiting for a technology that could be safe, efficient, inclusive and progressive with flexible improvement potential.


After being introduced to the Ziemer LDV Z8, I found what I was looking for, and got excited about its use of the least energy among all different available platforms.

From corneal flaps in LASIK to the use of ICRS, I got

excellent performance rapidly with easy string adjustment. Moving to cataract and corneal transplant surgery, the mobility and versatility of the machine made life easier with minimal loss of time that was always one of the setbacks for most machines. Not only can you rapidly build your learning curve, but you can think and develop what is best for the technique and the patient. Moreover, the launching of the refractive lenticule extraction module will just make it all possible with just one intelligent machine.

I am so full of positive energy to move from KG1 in FEMTO laser applications to more advanced levels and innovation with the help of this advanced versatile platform.

## ●● The EVO Difference

I have never in my entire life seen so clearly. It's crazy! Everything has sharp edges and is so clear and vibrant. Thank you Shami Eye Center, Medicals International &  STAARSURGICAL™ for the most amazing treatment and for allowing me to see clearer. It was something I never thought I could have!



**Reem Al Khatib,**  
Radio Host - Beat Fm Jordan,  
Statement right after her  
EVO Visian ICL Surgery

## ●● Making the Difference with Oertli

“Being powerful, efficient and safe is the deceptively simple mix that Oertli offers in its futuristic surgical platform I routinely use.”

- Dr. Khaled Mourad, Egypt



“Reliable, efficient, and delivers what is required in both straightforward and complex cases.”

- Dr Qasim Qasem, UAE



“I have been using Oertli for the last few years in most of my cataract surgeries. I am impressed by the stability of the chamber, the effectiveness in nucleus phacoemulsification, and the ease in switching. It's a reliable phaco machine.”

- Dr. Toufic Farah, Lebanon

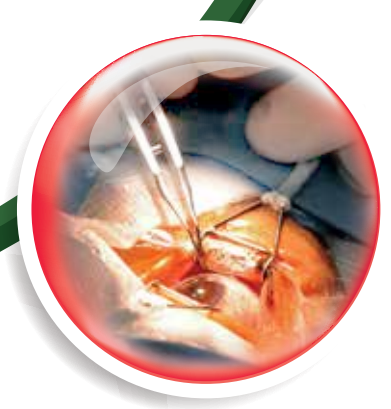


- Cataract ●
- Glaucoma ●
- Vitrectomy ●





# WHAT'S NEW IN OPHTHALMOLOGY



## ●●● Introducing E-Eye from ESW Vision

Medicals International is pleased to announce the signing of an exclusive agreement with ESW Vision, a French company specializing in dry eye treatment, for distribution rights in the Middle East for the E-Eye Medical Grade IPL device.

The E-Eye Medical Grade IPL device is the world's first and only machine specifically designed for the treatment of dry eye syndrome.



## ●●● Discover Glaukos!

Medicals International has proudly partnered with Glaukos Corporation, an American ophthalmic medical company focused on transforming the treatment of glaucoma.

The company pioneered Micro-Invasive Glaucoma Surgery, or MIGS, with its second-generation MIGS device, the iStent inject® Trabecular Micro-Bypass System. The iStent inject®, measuring 0.23 mm wide and 0.36 mm long, is believed to be the smallest medical device ever approved by the FDA<sup>1</sup>.

1: <https://www.glaukos.com/about-us/>



ASK US ABOUT iStent®!

## ●●● MI Ophthalmology in Motion...



Cataract Surgery Trainings with Dr Menapace at LAUMC (left) and AUBMC (right)



Tomey 25 Year Gift



Oertli Club of Millionaires



3 Leica Proveo found a home at Moorfields Hospital



Main Sponsor at the Saudi National Guard Hospital



"Know Your Laser – Discover Schwind Amaris" Event with the IC center, Lebanon



Sharp Point Top Revenue Producer Distributor

# DENTISTRY



## ●●●Our Story

In 2003, the MI Dental department started as a family partnership that did not have a chance to continue.

On July 2006, amid big instability in the country, MI took the challenge to continue on its own with dentistry representing initially Astra Tech Dental Implant System (which later on became part of Dentsply Group).



The A team!



MI Dental team with Dr. Ashraf Suleiman (SciCan), 2009

Today, our portfolio includes a wide range of top quality products:



The Astra Tech implant system with its unique features and long-term documentation and the Xive implant system that offers versatility and ease of use,



The huge KaVo portfolio that includes a wide variety of premium German dental equipments,



The Fotona dental laser for hard and soft tissues,



The Statim autoclave with the fastest sterilisation cycle in the market,



The Leica microscope with the best quality of optics.



Hands-on with Dr. Marino Sanz, 2010

10 years at Medicals International! Time has flown... Completing a decade with MI has been an exceptional and memorable journey. It has been filled with learning and growing within the organization. Since I joined MI as a fresh graduate, I have had the opportunity to build up my career in the dental department which has tremendously grown throughout the years and it includes now a big portfolio of premium products.

We are committed to bringing our customers the finest products in the industry and most importantly the best service and support to fulfill their needs.



**Rebecca Aoun,**  
Sales Manager - Dental, MI

## ●●●MI Dentistry Beirut Snapshots



Pr. Gilberto Debelian using Leica M320 during Endo Congress, Lebanon



Exclusive XIVE training for the Lebanese Military Hospital



KaVo dental chair demo event, Lebanon



## ●●● Interview with Dr. Jad Nasr



Dr. Jad Nasr obtained his Doctorate of Dentistry (DDS) and specialty in Paediatric Dentistry at the Lebanese University, Faculty of Dental Medicine. In 2013, he joined a shadowing program in the United States at the University of Birmingham Alabama, UAB. Currently, he is pursuing a Master's degree in Biology and Dental Biomaterials at Saint Joseph University, USJ. His research topic is about Bisphenol during pregnancy and the repercussions of using this chemical product widely utilized in plastics, on new-born health and teeth.

Dr. Nasr provides paediatric dental services at his one-of-a-kind clinic "Kids Airline Paediatric Clinic" in Mazraat Yachouh, and soon in Sin El Fil, Lebanon.

### 1. How can you describe the paediatric dentistry industry in Lebanon?

According to the World Health organization (WHO) in 2004, Lebanon was classified among the countries with the highest caries index worldwide - 5.5/12 children had caries, obturated or missing teeth!

Nevertheless, Lebanon is known for providing one of the best paediatric dental treatments in the region thanks to our three-year post-graduate programs in paediatric dentistry. Our practice, however, highly depends on child cooperation. Hence, establishing proper communication through a personalized approach is the key of success to every paediatric dental treatment.

### 2. How can innovation help you as a paediatric dentist?

Innovating paediatric dentistry would start by innovating our approach. At our clinic, kids have the chance to live an exceptional experience in a very convenient setting.

Thinking out of the box by performing magic tricks, singing songs, or playing games has a very positive impact and can distract children from fear associated with the dentist visit. In addition, being able to execute treatment smoothly with minimal stress and maximum safety for both children and dentist requires high-end equipment.

Acquiring Medicals International products provided us a perfect reliable combination.

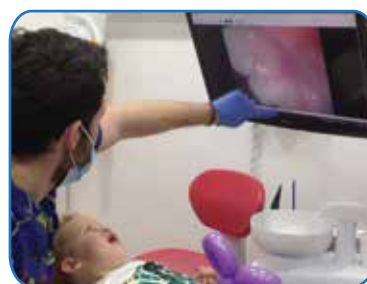
The KaVo dental chairs provided the best lighting sets, excellent turbines and contra-angles delivering minimal noise and best cutting experience. The imaging machine was very reliable and safe with an X-Ray exposure sometimes going to none with the unique Diagnocam - an innovative tool giving me very accurate data during regular check-ups and allowing parents to have a closer look at their child's oral hygiene.

**KAVO**  
Dental Excellence

### 3. Where do you think paediatric dentistry is heading in the future?

I believe that the industry should be heading towards more awareness and prevention.

Early childhood education is essential to encourage good habits. A strong collaboration should be established between dentists and educational institutions to reach that target. Additionally, the change in approach should be implemented in paediatric dentistry as it would almost be impossible to treat kids without adding the extra effort of creating the aforementioned type of setting.



At the Kids Airline Paediatric Clinic

# DERMATOLOGY & AESTHETICS



## ●●● Our Story

10 years ago, the Dermatology & Aesthetics department at MI was born. This department gave us the chance to work closely with the best dermatologists in Lebanon and the Middle East.

The aesthetic industry is different from any other medical specialty in that it has as well an elective element to enhance the beauty of a person and aid in slowing down the ageing process. The challenge of selling lasers was overcome by providing the industry with the best technologies to aid their practices through advanced trainings and support.

Today, Medicals International is proud to distribute top-notch lasers and fillers:

ADODERM

Adoderm, providing customized non-surgical solutions for a natural and fast rejuvenation with Hyabell dermal fillers,

Fotona  
choose perfection

Fotona, innovative, award-winning laser systems for applications,

MedixSysteme

and Medixsysteme, novel body contouring and skin rejuvenation.



Trainings with Drs at AUBMC in 2010 (top) and 2012 (left)

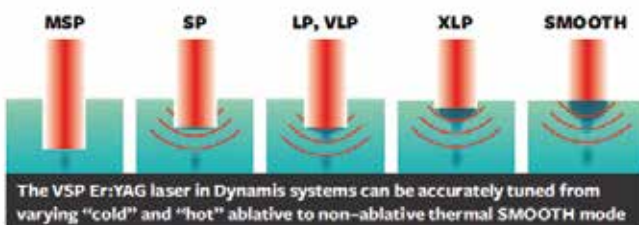
## ●●● Why an Er:YAG & Nd:YAG laser combination?



Joumana Redah  
Territory Manager  
Dermatology and Aesthetics, Lebanon

The Dynamis' VSP (Variable Square Pulse) Er:YAG laser inherently ablates skin more precisely than other laser wavelengths. Er:YAG energy is highly absorbed in water — the main target chromophore for skin resurfacing — and can thus vaporize skin with micron-precision and very little thermal conduction. This keeps undesired effects such as hypopigmentation and persistent erythema, as well as recovery time, to a minimum. The VSP Er:YAG laser in Dynamis systems can be accurately tuned from varying “cold” and “hot” ablative to non-ablative thermal ratios. Full customizability allows to precisely attain the clinical outcomes of the patient's desire.

The Nd:YAG laser perfectly complements the Er:YAG laser's ablative action with its ability to penetrate deeply into the skin to create thermal effects without damaging the skin surface.



Fotona trainings with Dr Achraf Badawi (above) and with the Drs at Fouad Khoury Hospital (below)



Medixsysteme Presentation at the International Beauty & Wellness Congress, Beirut

# CRITICAL CARE



## ●●●Our Story

Five years ago, Medicals International decided to expand its product offering by supplying hospitals with major products such as full ORs, ICUs, medical beds... This big leap put MI at the forefront of being a major provider for the healthcare industry.

Our mission within the Critical Care department is to provide sophisticated technologies to enable excellent care without compromising quality and safety.

Our portfolio allows us to achieve this mission through our partnership with leading global healthcare providers:

**ARJOHUNTLEIGH**  
GETINGE GROUP  
**MAQUET GETINGE**  
GETINGE GROUP GETINGE GROUP

*Leica*  
MICROSYSTEMS

Our story started on February 3rd, 2012, when we announced our partnership with Maquet Critical Care (now a part of our partners Getinge Group). The launching of the Servo-i ventilator and the Flow-i anesthesia machine marked the launch of the Critical Care department of MI. (pictures below)



## ●●●Rediscover Hospital Solutions with Getinge



**Dany Al Moughrabi**  
Territory Manager  
Critical Care, Lebanon

The need for integrated solutions and access to knowledge is essential, as technology evolves and therapies become more sophisticated. Medicals International supports you through the entire clinical pathway, so that you can continue to provide excellent care and enable cure, without ever compromising on quality and safety.

Getinge SW state-of-the-art IT solutions within Hybrid Operating Rooms, OR Integration, OR Lights and Ceiling Supply Units and Surgical Tables ensure both patients and staff benefit from a better, safer and more consistent hospital experience.



Getinge Hybrid Operating Room



At the LSCC, Lebanon



At the Anesthesia Congress, Lebanon



Arjo MaxiMove Lifter Training  
in Hotel Dieu Hospital, Lebanon

# MI SPOTLIGHT



## ●●● EMPLOYEE SPOTLIGHT - Lisa Kharpoutlian



**Lisa Kharpoutlian**  
Marketing and Communication Manager

My journey with Medicals International kicked off in May 2013 and what a ride it has been since then!

Starting off at the entry-level position of Marketing and Communication Officer, I soon learned this meant I was at the core of presenting the values of our company both internally and externally. I got the chance to experience firsthand what I came to communicate about MI: a dynamic group of individuals with entrepreneurial spirit and drive working closely to put medical novelty and patient safety at the forefront of all they do.

MI always gave me the green light to enact all of what I envisioned necessary to establish a marketing department and bring it to what it is today. I am forever grateful for the trust and empowerment they have invested in me, even going so far as to equip me with a Marketing and Communication Management Diploma which I completed over two years at the American University of Beirut. I hope for nothing but the best to come for Medicals International on its 25<sup>th</sup> Jubilee!



Lisa presenting Color Vision at the Gravitation Makeup Workshop 2018, Jordan

## ●●● COUNTRY IN FOCUS - Egypt



**Mostafa Farid, MBBCh**  
Assistant Clinical Application Manager

If we try and locate Egypt on the map and then take into consideration a population exceeding a hundred million, we can imagine the huge influence that this nation has on the region. Thousands of health care professionals graduate each year to serve Egypt and the Middle East. Medicals International Egypt has today established its position as a leader in the vision care and ophthalmology markets.

Despite the financial crisis affecting currency devaluation, MI's vision has always been to shine in the dark. Since 1999, MI Egypt had been serving healthcare professionals in Vision Care and Ophthalmology by spreading our premium technologies and products.



**Marino Shoukrey**  
Assistant Sales Manager, Ophthalmology  
Egypt

*"We need to build a completely strong generation for the future."*

As a call to the continuation of exerting effort and supporting the principles of solidarity and partnership between all Egyptians, on Saturday, January 26, 2019, President Sisi launched the "Nour Hayah" initiative implemented by Tahya Misr and funded with EGP 1 billion. The aim of this initiative is to treat diseases causing blindness and poor vision by screening 2 million people with 250 thousand free cataract surgeries to be performed in 24 hospitals all over the Egyptian governorates over 3 years on 4 stages.

In a major success, MI Egypt claimed this project with 9 Oertli Faros Machines and 50,000 Softec 1 intraocular lenses! The strategic importance of this project is based on the fact that our technology will be covering all the major Egyptian hospitals.

This move is one that was a challenge that was met with hard work and perseverance with outstanding efforts of the whole Egypt team. It is also one that will surely put Medicals International as top of mind and top of industry in both the public and private sectors in Egypt!



Staff Training at SUEZ Military Hospital  
24 Jan 2019



Surgeries at SUEZ Military Hospital  
14-15 Feb 2019

# MI IN MOTION



## HOPE IN MOTION

Since 2008, Medicals International has been donating 1\$ with every Biomedics 1 day Extra pack sold to the Children's Cancer Center of Lebanon.

We, at the Children's Cancer Center of Lebanon (CCCL), totally depend on the community's support to achieve our lifesaving mission of treating kids with cancer, from all over the region, at no cost on their parents. Since the center's inauguration in 2002, our corporate partnerships have played a major role in helping us treat more than 1,550 patients, with an amazing cure rate of 80%. Medicals International, in particular, have been one of our oldest and most loyal partners, donating proceeds from the sale of Biomedics 1 day Extra contact lenses to CCCL, since 2008. On their 25th anniversary, it is with much appreciation that we thank Medicals International for their loyalty and dedication to the center's mission; YOU are helping save children's lives!



**Dr. César Bassim,**  
Chair of the Board of Trustees, The Executive Committee  
**Children's Cancer Center of Lebanon (CCCL),**  
Affiliated to St Jude Children's Research Hospital - At AUBMC



MI Vision Care team in Beirut visiting CCCL



Donate and Save a Life!  
CCCL: 00961 1 351515 / www.cccl.org.lb

## COUNTRIES IN MOTION



MI Turkey will be renovating and developing the refractive department at the Universal Göz Eye Center, located in Elazig, near Malatia Turkey. This famous Eye Center owned by two famous Turkish ophthalmologists, Dr. Sermal and Dr. Kaya, is the only eye center in Elazig. We are proud to announce a promising partnership!



MI Egypt is proud to be equipping Dar Al Ouyoun with the latest technologies in refractive/anterior segment and vitreoretinal surgeries from Lenstec, Schwind and Ziemer. Congrats for this partnership with the region's most influential eye hospital academically and commercially!



MI Beirut has partnered with the Monla Hospital in launching the latest Ophthalmology department in the North of Lebanon. The aim is to deliver the most advanced technologies to this leading institution in its area. Congratulations!



MI Kuwait has proudly installed the most innovative devices in Ophthalmology at Dr. Jamal Al Kandari Clinic in Kuwait. Congrats on this partnership that will be providing patients with the highest caliber of ophthalmic care!



Expanding to Central Saudi Arabia, MI KSA has been building on its partnership with Magrabi Hospitals Group in Eastern KSA since 2013. Today, MI will be equipping Magrabi, one of the largest vision care hospital chains in KSA, with the latest refractive lasers from Schwind. Congratulations!

# MI IN MOTION



## ●●● MI EUROPE Receives CYS EN ISO 9001:2015

Working on a quality management system is a commitment we continually undertake in order to assure progress and customer satisfaction.

MEDICALS INTERNATIONAL EUROPE LTD. has been assessed by the Cyprus Certification Company which certified that the quality system of the enterprise is in conformity with the standards of the CYS EN ISO 9001:2015 Certificate. This ISO certificate is the second that an MI Office receives, the first being awarded to MI Beirut.



**ISO 9001**

## ●●● MI Opens in Turkey

Medicals International has yet again expanded its coverage! 2019 marked the second expansion of MI in Europe with a new office in Istanbul, Turkey.

Our new office address is: MEDİKAL ANONİM ŞİRKETİ - Maslak Mah. Taşyoncası Sok. Ağaoglu Maslak 1453 - Sitesi No:1/U T4-A Blok Kat:-12 Bölüm:61 - Istanbul, Turkey.

MI will continue opening up new opportunities for generations of executives to serve in the best interest of the community around them and upcoming generations of medical professionals.



## ●●● At EFCLIN 2019

Our President and Founder, Mr. Walid Barake, represented Medicals International at the 46<sup>th</sup> European Federation of the Contact Lens and IOL Industries Congress and Exhibition that took place from 25<sup>th</sup>-27<sup>th</sup> April 2019 in Brussels, Belgium.

From left to right: Dr. Ercan Varlibas (president of VSY Biotechnology - Turkey), Dr Tomas Pfortner and wife Suzanne with MI president & Founder, Mr. Walid Barake



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